DOUG CARLSTON 8/24
re Cyb.
Karen Omholt.

John Dvorak - weekly - SF. Examiner
> John Markoff
> Denise Caruso -
Tony Bovet + Cheryl Rhodes. Gualala "Inside Report on Desk Top Publish'g + Multimedia"

Invite for free

Esther Dyson	(212) 503-5501	PC letter
Stewart Alsop	(415) 592-8880 (2192)	Red. City.
Jeff Tartar	(617) 924-3944	Soft letter
Jeff Silverstein	(203) 348-2751	Softwr Indy Bulletin

7 A Few spaces left, hurry to call this #.

Brød. PR people
- Francesca
- Karen

Mail'g list.

SPA on hard disc Mail'g list
Press rel

Tony BOVE
CHERYL RHODES
} Husband-wife team
707-884-4413

Tech – Don Clark.
or
Biz

Multimedia lab at Apple.
Larry Tessler - Apple Fellow,
Alan Kay
} their network.

Seybold (Jonathan Seybold) guru of D-T-Publish'g.
THE Annual trade show. { Press pass req'd }
They have a press list.

Mitch Kapor

Ben Rosen - ex ptnr of Esther Dyson.
  5 names - 5 names.
  Vent capital

3-d modeling Paragraphics

Flight simulators - commercial trainers ??

Post-event coverage - here's what happened.

Chris Desser 8/22

3000 invites. 12-1500 recently.

80

2000 WER. list.

400 paying guests

600 Terrence McKenna

200 -300 volunteers + presenters.

What is the recognition for sponsors?

Story in WER

Chron column → use column for mailing

Print documentation

Video

Pre-press

If < X %

- Repeated impressions -

Corp sponsors and/or add'l attendees.

Chris knows Doug Tompkins

250	62,500	B/E	Make 1,000.
400.	100,000		make 10,000.

Pre-coverage

A.M. Edition.

KQED

Image mag.

* Kent Brownridge - Rolling Stone

* Eric Utne -

7th Gen.

[Henry Muller - Time]

Exploratorium

Steinhardt

Museums

KQED